

Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #16
May 25, 2006

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Tom Crosby
Delisa Davis

Cliff Braam
Joe Geigle

Don Ferrier
Jane Stutts

Katy Jones

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:05 a.m.

Task I – Finalization of Campaign

Katy Jones gave a brief update on the GHSP concept statement drafted for the teen distracted driving campaign. The main component to the strategy includes the development of a peer-to-peer educational program that includes the voice of North Carolina teens. The final concept statement was submitted to GHSP in late May, and Katy will notify the group as soon as a response is received.

Katy contacted Sgt. Everett Clendenin with the State Highway Patrol to discuss possible collaboration with the Drive to Live campaign. This campaign includes heightened awareness coupled with law enforcement presence, primarily State Highway Patrol, in the schools. Sgt. Clendenin expressed his interest in possible collaboration. If the funding is secured, this opportunity will be explored further.

Task II – Discussion of Drowsy Driving Strategy

Jane Stutts will work on updating the current Drowsy Driving Strategy by the next Working Group meeting. Several members of the Working Group recommended that the strategy be more focused and target one age group – college students – as opposed to the wide range of 16 to 25.

Task III – Update on DMV manual

Don Ferrier provided an update on the group's strategy to include additional text on drowsy and distracted driving in the DMV's Driver Handbook. The Handbook is currently scheduled for May 2007. The Spanish-language version could be printed sooner and would include the new text at that time.

Task IV– Teen Cell Phone Legislation

Arthur Goodwin spoke before the Senate Judiciary Committee regarding the Teen Cell Phone Legislation. More updates on this legislation will be provided as they arise.

Additional Information:

<http://www.newsobserver.com/102/story/446191.html>

Reminders

Party Responsible	Task to be completed
Jane	<ul style="list-style-type: none">▪ Update Drowsy Driving Strategy
Katy	<ul style="list-style-type: none">▪ Send along updates on the Concept Statement as received

NEXT MEETING: July 20, 2006, 10-12 at HSRC

